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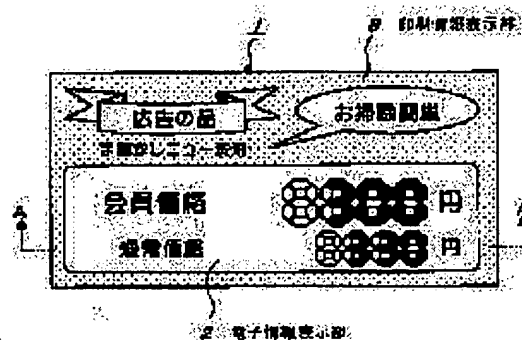
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## (54) ELECTRONIC SHELF TAG

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an electronic shelf tag of an inexpensive electrophoresis display system which is the shelf tag used in supermarkets, convenience stores, etc., allows display to remain as it is in spite of turning off a power source and is capable of making colorful display.

SOLUTION: This electronic shelf tag has a contact for receiving electric power supply, a reception part for receiving display information on merchandise prices, etc., from an external terminal, a memory part for storing this display information and a display part for displaying the display information by the electrophoresis system, and the reception part which receives the display information from the external terminal is an antenna. The display information memory part which stores the display information is an IC chip. Further, the information to be displayed in one sheet of the shelf tag is displayed by different colors with each of kinds.



## LEGAL STATUS

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